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05. Information Operations Management

Northeastern State University

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Abstracts from the 2016 Oklahoma Research Day

Held at Northeastern State University

01. Business Administration

05. Information and Operations Management

01.05.01 Determining the Effects of Tutoring Modality on MIS Student Performance, Course Evaluation, and Attrition Rate

Sein,Win *University of Central Oklahoma*

Cheng,Dr. Joselina *University of Central Oklahoma*

Miller,Dr. Lisa *University of Central Oklahoma*

This proposal intended to analyze the effectiveness of cloud-based tutoring in relation to student performance in relation to gender, ethnicities, and preferred learning style. The study collected primary data by administering surveys to students who self-enrolled in online Management Information Systems (MIS) courses. Students were administered to the pre-survey at the beginning of the semester. The survey consisted closed-ended questions, Students could select from Likert-type scales (Strongly agree...strongly disagree). Data were analyzed and insights were gained from the study on how to enhance cloud-based tutoring. Students has different way of learning the materials and different opinions on how they perceive the effectiveness of online and F2F tutoring. We use mixed, primary, and secondary data collected from students to find areas where improvement is needed, and how to make online tutoring more effective. We've collected pre survey which included their demographics, learning styles, gender, ethnicities, etc. in this survey. Secondary data such as MIS course attrition (withdrawal/drop rates), student course evaluation, and aggregated course grade point averages will also be used to measure the effects of tutoring modality. As a result, we have better understanding of online tutoring and how we can improve to achieve optimal student performance.

01.05.02 Comparison of Adobe Photoshop and GNU Image Manipulation Program (GIMP)

Rosener,William *Northeastern State University*

Trying to decide which image creation and manipulation software is better for you? This poster presentation will compare and contrast two popular software application that allow users to create, retouch, edit, and modify images – Adobe Photoshop and GNU Image Manipulation Program (GIMP). More specifically, this project will compare 1) available options and features, 2) the ability to create original artwork, 3) file formats that can be opened, 4) formats for saving work, and 5) comparison of pricing. Hopefully, this project will help you decide overall whether Adobe Photoshop or GNU Image Manipulation Program is the better software for your image creation and manipulation needs.

01.05.03 E-Textbook Adoption

Luu,Jesse *University of Central Oklahoma*

Alexander,Christine *University of Central Oklahoma*

University students utilize technology as part of their learning experience more than ever, but have yet to fully benefit from e-textbook technology. With the price of textbooks rising faster than any rate over the last 30 years, e-textbook sales have not risen to the level that has been expected. Previous research has looked into e-textbooks being light weight and easy to access. The research that has been conducted looks into why students have not adopted e-textbooks at a higher rate. With more and more students owning electronic devices capable of displaying e-textbooks, it is a wonder why it has not caught on at a higher rate. This research differs in that it looks into whether or not students are offered the choice of e-textbooks in classrooms, if students perceive the lower cost of e-textbooks as a value to them, and if students know how to fully utilize the functionalities that publishers provide as enhancements to e-textbooks.

01.05.04 Forget about the old cabs and take an Uber? An investigation into consumers' quality perception when engaging in consumer-to-consumer transactions.

Walker,Kenneth *University of Central Oklahoma*

Social media and the Internet have allowed consumers to participate in the marketplace as both buyers and sellers. This project investigates the factors that affect consumers' perception of quality of services provided by other consumers. Specifically, I focus on how safety/security and professionalism affect the perceived value of services in C2C markets and how these effects vary between social and traditional consumers. The findings provide practical implications for the development of C2C platforms and businesses.